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Maclean's

December 1st

*Canada's National Magazine*NOW
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In This Issue: Ontario's Beer Problem—A Survey by Erland Echlin



It takes a Truck Engine to stand the Gaff

A PASSENGER car engine is called on to deliver from a fraction to a half of its full power most of the time. The even-up-hill-duty TRUCK engine delivers from three-fourths to all of its power potentially all of its working time.

In terms of delivered energy the output of a TRUCK engine is perhaps four times or greater per mile of travel. If the average car is disposed of at 10,000 miles, hundreds of hard-working trucks should be entitled to retirement in a few months' time. Nothing could be further from the minds of either the builder or the owner of

the good truck. Thousands of International Trucks have traveled upwards of two or three hundred thousand miles, every mile a TRUCK mile.

The automobile tests many a fine quality in an engine, but the TRUCK tests rugged strength as well! For more than twenty years the builders of International Trucks have built TRUCKS ONLY. Question any International owner as to the result.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.,
Montreal, Canada. Truck Factory at Chatham, Ont.



INTERNATIONAL TRUCKS

Maclean's Magazine, December 1, 1934

THE GERM NOBODY KNOWS

Does a Mysterious Filterable Virus Cause Common Cold?



Sure that colds are caused by several different species of bacteria: parainfluenza, streptococcus, R. influenzae, and H. influenzae, all of which are visible under the microscope.

The other group, in a series of brilliant experiments since 1914, believes it has isolated the precise organism of the common cold.

The acid secretions of persons with colds are passed through a porosity filter, for example in most all known bacteria. This filtered secretion, presumably free of bacteria, produces colds when

Men fly from coast to coast in sixteen hours, sail across the ocean without tides, search the sky from stratosphere balloons ten miles above the earth—but the common cold remains a little as yet unrivaled by science.

Today's biologists and physicians doctors still debate the cause of the common cold, despite their expert knowledge concerning prevention and cure.

This much is certain: 1. We lost, weans, and drifts are not primary causes but merely predisposing factors which reduce the natural defense of



the body. 2. All authorities agree that a cold is an infection resulting from some disseminating germ lodging in the tissues of the throat at a time.

Breath-gated Contagious rage. The question splits logic into two groups: One group

stated, digested, assimilated. There all filtered acids are necessarily engaged in testing antibiotic, in computing results in the destruction of specific



organisms, immune to them, released on body fluids.

In Paris at Chateau Pichot, in Wiesbaden in the Listerine Pavilion, in many of the cities and laboratories of the great American universities, per-



pleased were a hundred staff biologists discussing important research in the field. This is the inspiring anti-scientific, the seduced shift, the complacent men, which go into the battle of Listerine Antibiotic which you buy at your neighborhood drug store, at home, Toronto, Alton, Berlin, or London.

LISTERINE PHARMACEUTICAL COMPANY, Toronto, Ontario

LISTERINE

The disinfectant with the pleasant taste.

MADE IN CANADA

Maclean's Editorials

DECEMBER 1, 1954

Stock Banditry

WITH THE publication of a small, very nicely reproduced cartoon, the editor of *Life*, Lester W. Nisbett, has

sent more shivers closer to shore palms than big horned cattle.

Publisher Roy Snelson, told

"The people of small towns are very marks. They pass their savings to the first well-developed business they see."

Country court magistrates will agree with him.

Many are the complaints deployming that of the Ontario farmer:

"I have all about the stock. It's wonderful to get them, but I don't know how to take care of them. I give a cheque for the bill and he takes the money. The god would bring back the stock, but the man who takes them, that's it. I never see him again."

By far the most frequent complaint of consumers is that they buy things, they discover, their losses are taken away.

A lot of them don't wait for a stock audit to come along.

They call themselves "the shaking hand auditors" at the Royal Canadian Mounted Police. "We're the people who in the past two years have made model of dismembering a billion dollars in savings stock checks, the subjects of which make the Postie look like a saint."

It is not only a matter of destroying contracts.

Thousands of British investors have come to look at evidence of Canadian misappropriation imports.

Senator Lynch has declared: "There is no such thing in the Royal Canadian Mounted Police as the Royal Canadian Misappropriation Importers."

He has taken over from his predecessor, the chief constable of the Royal Canadian Mounted Police.

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These unscrupulous men are not to blame. May the schools.

Teachers and parents provide the starting blocks. Dr. W. L. Grant, principal of Upper Canada College, reviewed the difficulties experienced in school's experience with students for boys who were brought up in the atmosphere of business that is a commodity culture.

These difficulties must logically the result of the attitude of progressive management which profits from the public and tries to help with welfare available to seek special favors or reduced working.

It will be a revelation to most people to find that in most cases in many Canadian schools have the same degree of business mentality than Rover's among our professors.

If managers are as thick as one egg they have been trained to think that they can do anything.

For many years I have been doing our job and our beginning is always sloppy, confused and inaccurate.

They have a meager knowledge of the English language.

It is令人震惊的 to realize that.

The knowledge of this country's geography could be much improved.

Children in the little grade of a public school in Quebec are taught that the St. Lawrence River is the border of another country. Who is they really? Is it the emperor who is it?

That is something for the other professors to see to.

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A Gift for the King

NEVERTHELESS, the British will undergo the rather unusual experience of being given a gift by the Royal Canadian Mounted Police.

Or the R.C.M.P. attempt at the first post post to the royal couple. Our news, newspapers reported that Her Majesty and His Royal Highness had agreed to accept a gift of a diamond belt and sword.

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Fine Silverware—to reflect your Christmas Greetings

"I just know it's *Community Plate*"